

# The Pensacola Journal

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PUBLISHED EVERY MORNING EXCEPT MONDAY.

—BY—  
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FRANK L. MAYES, PRESIDENT AND GENERAL MANAGER.

MEMBER THE ASSOCIATED PRESS.

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PENSACOLA, FLORIDA, TUESDAY MORNING, DECEMBER 19, 1935

## WHERE THE JOURNAL CAN BE FOUND.

The Pensacola Journal is on sale at the following places in the city:

- Bay Hotel.
- Co's Book Store.
- Depot News Stand.
- Gen Book Store.
- Merchants Hotel.
- Southern Hotel.
- Thompson's Book Store.
- Walker's Book Store.

## The Plaza and the City Hall Site.

The Journal is surprised that any sensible person should seriously consider the proposition to locate the city hall or any other public building in the Plaza.

Several months ago The Journal took the subject up and cited numerous reasons why, in its opinion, the Plaza should be preserved as a public square for all time, just as it was intended to be from the time it was laid out and just as it would be in any one of the hundreds of other American cities which are now spending thousands of dollars annually in the work of building up parks, not destroying them.

We do not care to go into those reasons in detail now, but the "public park reason," which includes all of them, and which constitutes a rule of such universal acceptance that it has become almost axiomatic, ought to be sufficient to defeat any such plan as that which contemplates the use of the Plaza for the proposed city hall.

The City Council and the bond trustees will in all probability select the site for the city hall in a few days. In the meantime The Journal has faith enough in the sound business judgment and in the civic pride of the great majority of them to believe that they will not consider for a minute a move which could only be a matter of regret in the years to come and which would destroy forever one of Pensacola's most ancient and valuable landmarks.

Miss Alice will miss one of the great pleasures of married life. Congressman Longworth, being bald, she can't pull his hair.

## The Montgomery Advertiser's Christmas Edition.

The Montgomery Advertiser's magnificent Christmas Edition, issued Sunday, was, from every standpoint, the best piece of newspaper work which has ever come to The Journal's attention.

It contained 100 pages and there was not a poor one or a dull one among them. The work of more than fifty Alabama writers, outside of the Advertiser's own staff, was represented in the edition and many of their articles were artistically illustrated. These articles, aside from their literary merit, which was in itself of a high order, contain a great deal of useful and interesting information which makes them valuable acquisitions to the archives on any southern newspaper.

The Journal has always had a profound admiration for the ability which has always been evident in its Montgomery contemporary, but the latter's latest accomplishment ranks not only at the head of all its previous efforts but at the head of any work of the kind which it has been The Journal's pleasure to receive.

The announcement is made that Geo. P. Rowell's series of papers, "Forty Years an Advertising Agent," which have been running in Printers' Ink, will soon be presented in book form. This is a gratifying announcement to the numerous newspaper and advertising men who have been following Mr. Rowell's story of the growth and development of the science and practice of advertising. No man in America is more com-

petent to write on that subject than Mr. Rowell, and no one has ever attempted to complete a history of it as this series of papers contains. He tells the story, in detail, of advertising campaigns that proved gigantic successes and of others that proved gigantic failures. He tells also of the process by which great businesses were built up and the part which advertising played in their development. Mr. Rowell's work will be a very valuable book to everyone who is interested in or who wants to learn anything about advertising—the great business motive power of the present age.

Several universities and colleges are anxiously wondering if Carson Rockefeller is going to do the Santa Claus act this year.

## The Statehood Bill Now Before Congress.

The action of the senate committee in reporting in favor of joint statehood for Oklahoma and Indian Territory and Arizona and New Mexico, when the residents of those territories, almost to a unit, demand single statehood—in fact refusing any else—is being caustically criticised by the press of the country, especially in Democratic states. The Memphis Commercial-Appeal has the following to say on the subject:

The objections to statehood legislation coming altogether from republicans, is easily traceable to republican apprehension over admitting eight senators into the senate.

It is because there are good grounds to believe that Indian Territory, Oklahoma, New Mexico and Arizona would elect democratic senators that republicans are eager to make two states out of the four territories and block all effort to admit them singly into statehood. As anyone of the aspirants for statehood possesses more inhabitants than Idaho and Wyoming, republican tactics denying them the privilege sought is a sheer robbery of rights guaranteed the people of every section of the country. It is a usurpation of power degrading the territories of political liberty, and the people throughout the states of the Union, if they would preserve their own constitutional rights, should set to work in behalf of these applicants.

Oklahoma, with just pride, positively declines to enter the Union coupled with another territory when she has the essentials of statehood within her own bounds. New Mexico, also, protests against this species of political domination by the party in power at Washington. Both of these growing territories insist upon similar treatment to that extended their more northern and more republican sisters, and failing this, declare they prefer to remain as they are.

We never heard of a territory being forcibly converted into a state, but so adverse are republicans to the idea of eight senators instead of four that they seem ready to resort to any proceedings rather than thus increase the senate from democratic territory. We may see, therefore, a federal order forming one state out of Indian Territory and Oklahoma, and another out of New Mexico and Arizona, over the protests of four.

Such an order would be an outrage of course, but not greater than the one now being perpetrated against these communities. They have the essentials of statehood. If they were republican in politics, they would be admitted, but being democratic, they are denied their inherent rights.

The Tallahassee True Democrat has the following to say relative to the recent meeting at Carrabelle in the interest of deep water at that port:

The meeting on Monday last at Carrabelle in the interest of deep water for that port was an event of profound significance concerning the interests of Tallahassee in common with all of the region contiguous in Florida and southwest Georgia and tributary to the Georgia, Florida and Alabama Railway and its connections. Nothing could have been more complete and convincing than the presentation made to the board of government engineers of the advantages and requirements and future prospects of Carrabelle as an important and deserving seaport, and it is to be hoped that the recommendations of that body of distinguished experts will fully meet the expectations of the inhabitants of the region to be affected. The mass of facts and statistics presented, some of which we shall make note of

# O MISTLETOE

By NINA PICTON

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THREE times she passed beneath the mistletoe. With face so arch and eye of blue. And I, distraught, what could I do? Rank coward—I turned round and let her go.

From every nook and corner blazed the light: Eyes gleamed like stars in matchless ray. Yet ne'er an eye of black or gray shone full and soft as hers that old year night.

O wondrous light! Each one waxed bold as forth she came again. And o'er her golden hair the bough Of witchery hung. My hour came now. I caught and kissed her like a man insane.

O happy swain!

What could I do?

She neither screamed nor smiled nor child me then. But brushed her cheek like thisledown. And then a tiny, childish frown came 'twixt her brows. "At last!" cried she. "Oh, Ben, slowest of men!"

No ear but mine heard that imperious blame. The crowd had passed. We twain stood there In perfect bliss, without a care. And o'er and o'er I breathed her perfumed name—

O Rose afame!

The joy bells rang. The old year crept away. Lusty and young the new year stood. Aglow with promise, life and blood. Ah, never was such night or holiday—

For all they say!



1 caught and kissed her.

hereafter, was abundantly convincing and the prospect of the improvement of East Pass to make at Carrabelle a harbor second to none on the Gulf outside of Pensacola, never was brighter.

Sarah Bernhardt modestly admits being sixty-one years of age. We had thought all along that the divine Sarah was 100 at least.

The Supreme Court of the United States recently declared constitution-

al the Iowa state law prohibiting insurance companies from entering into an agreement to fix rates of insurance. The decision was rendered in the case of Carroll vs. The Green-which Insurance Company of New York City, and reversed the decree of the United States Circuit Court for the Southern District of Iowa.

The city of Tampa is just fifty years old, according to the Tribune. Quite husky for such a youngster.

## Said of Pensacola and Pensacolians

**The New Y. M. C. A. Building.**  
Pensacola now has a handsome \$40,000 Y. M. C. A. building which was formally opened with appropriate ceremonies last Friday night. The equipment of no modern American city is complete without one of these institutions. It is a steady, religious, moral, intellectual and refining force in the community; a strong factor on the right side in the unending war, between good and evil in this world, and we hope that ere many years this great modern offshoot of Christianity will be represented in Live Oak by a prosperous branch housed in a handsome building.—Live Oak Democrat.

**Will Assault Pensacola.**  
Uncle Sam's navy is preparing to make a determined assault upon Pensacola and St. Joseph.—Apalachicola Times.

**Abide by Law or Walk.**  
The Pensacola "Jim Crow" law has been declared good by the courts and now the "cullud brethren" of that city must occupy the rear seats of the street cars or walk.—Mallory News Enterprise.

**A Lively Member.**  
Mr. Lamar will urge liberal appropriations for the navy yard at Pensacola. The Monticello member will unquestionably perform splendid service at this session of congress.—Palatka Times-Herald.

**Can't Down Pensacola.**  
The people of Pensacola have again resumed business at the old stand, after a desperate struggle with Yellow Jack and a few days ago a British vessel left that port with a cargo of 10,000 bales of cotton for Bremen. The cargo was valued at \$500,000 and that port will now again resume her active export business. There is no use trying to impede the progress of a pushing business community and the yellow peril has only retarded the rush for a time, which will now be resumed with renewed vigor. We most heartily wish the city on the gulf abundant prosperity.—Gainesville Sun.

**Jim Crow Law Valid.**  
The Pensacola "Jim Crow" law is valid, and as a result the "cullud" brother will have to ride in his section or abide by the consequences.—Palatka Times-Herald.

**Need Plenty of "Showing."**  
The "Jim Crow" street car local ordinance in Jacksonville and a similar one in Pensacola have both been de-

clared valid by the circuit court judges in those two districts and in both cases the negroes will appeal to the supreme court. It takes a good deal of "showing" to enlighten some people.—Live Oak Democrat.

**Where are the Police?**  
Pensacola thieves are getting to be the real thing. They are now stealing the shade trees from around vacant lots. Look out they don't step in some night and steal the church organs.—Milton Index.

**Prosperity Marching Onward.**  
Pensacola's bank deposits are the largest in the history of that city. Epidemics, fires and other disasters tend not to mar the prosperity of the Es-cambia capital.—Palatka Times-Herald.

**Pensacola is Ahead.**  
Pensacola has just dedicated a handsome building for the Young Men's Christian Association. This is one instance where Pensacola is ahead of Jacksonville.—Jacksonville Metropolis.

## LADIES' AUCTION SALE OF JEWELRY

NOVEL AUCTION WILL BE HELD FROM 10 TO 12 O'CLOCK THIS MORNING.

An auction sale, especially for the ladies, will be held from 10 to 12 o'clock to-day, at the Stephen's Jewelry Store. This is probably the first auction sale for ladies that has ever been held in Pensacola, and it promises to be a very interesting affair. It will afford a fine opportunity to buy some handsome Christmas presents and to get them cheap. Every lady in Pensacola is invited to be there to-day.

**CREW NOTICE.**  
Notice is hereby given that neither the captain, the owners or consignees of the Portuguese Bark Soare da Costa will be responsible for debts contracted by the crew of said vessel.  
JOSE SANTOS MARNOTO, Master.  
H. BAARS & CO., Consignees.  
16404t.

## The Taking Cold Habit

The old cold goes; a new one quickly comes. It's the story of a weak throat, a tendency to consumption. Ayer's Cherry Fectoral breaks up the taking-cold habit. It strengthens, heals. Ask your doctor to tell you all about it. We have no secret! We publish the formulas of all our medicines. T. C. Ayer & Co., Lowell, Mass.

No. 5603.  
H. L. COVINGTON, President. M. E. CLARK, Cashier.  
C. W. LAMAR, Vice-President. JNO. PFEIFFER, Asst. Cashier.

## THE AMERICAN NATIONAL BANK

OF PENSACOLA, FLA.

DESIGNATED DEPOSITORY OF UNITED STATES  
Capital Stock, \$200,000 Surplus, \$40,000

**DIRECTORS**

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Accounts of Banks, Individuals, Corporations, and Firms Solicited.  
Four per cent. interest paid on Time Deposits.

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## First National Bank

of Pensacola, Fla.

**DIRECTORS:** F. C. Brent, W. A. Blount, Wm. H. Knowles, W. K. Hyer, Jr., D. G. Brent.

## Foreign and Domestic Exchange Bought and Sold

We draw our own Bills of Exchange on Great Britain, Ireland, Germany, France, Austria, Italy, Holland, Spain, Belgium, Russia, Norway, Sweden, Denmark, and other European countries.

Vessels disbursed upon the most Favorable Terms, and their obligations taken payable at Port of Destination Ten Days After Vessel Arrives there.

Safety Deposit Boxes For Rent, in Connection with which we have a Private Department for the use of Renters.

**Savings Department—Interest Paid on Deposits at rate of 4 per cent per annum.**

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of Pensacola, Florida.

**DIRECTORS:** Morris Seay, L. Hilton Green, T. E. Welles.

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J. S. REESE, President. E. W. MENEFEE, Cashier.  
R. M. CARY, Vice-President.

## THE PEOPLE'S BANK OF PENSACOLA.

Directors—L. J. Reeves, J. S. Reese, W. DeC. Kessler, R. M. Cary, W. A. D'Ambrosio, T. A. Jennings.

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YOUR ACCOUNT IS RESPECTFULLY SOLICITED.

**R. M. CARY.**  
Wholesale and Retail Dealer in

## Steam, Domestic, Anthracite and Blacksmith COAL

Office—No. 13 South Palafox street. Telephone 53.  
Yard corner Tarragona and Gonzalez streets. Phone 6.

## New City Grocery Co.

Located at the corner of 10th ave. and 14th streets

This is an up-to-date store, with all modern improvements, and filled with

## Staple and Fancy Groceries

of every kind. We most respectfully invite the public generally to call and be convinced if we are right—that we have a stock of the best quality. We would like to mention a few of our prices for the good of all, yet we will await your visit or call over phone 223, three rings. We will soon add to our already large stock a first-class Meat Market. It is now being built with ample space to carry all kinds of Fresh Meats, Fowls, Game, Fish and Oysters. Prompt delivery, with polite, up-to-date clerks and meat cutters. Come and see us or phone for the best and cheapest goods in the city.

## New City Grocery Co.

PRYOR BROS., Managers

## For Son and His Sister

ALL KINDS OF TOYS, BUT BEAUTIFUL AND USEFUL ONES. THEY ARE OF THE BEST KIND, AND YET VERY CHEAP IN PRICE.

## Santa Claus

WILL FIND ANYTHING HE NEEDS HERE FOR THE LITTLE BOYS AND GIRLS. ALL KINDS OF DOLLS AND OTHER PRETTY THINGS.

## Mrs. Louise Pfeiffer

## OPERA HOUSE

ONE NIGHT ONLY  
UESDAY DECEMBER 19  
The Big Comic Opera Event of the Season!

FIRST TIME HERE!

THE

SOPHIE BRANDT

OPERA CO.

—IN—

## A Madcap Princess

ORIGINAL MASSIVE PRODUCTION

From Knickerbocker Theatre, New York.

Rousing Chorus! Company of Sixty!

Prices—25, 50, 75, \$1.00 and \$1.50.

## Florida and Alabama LAND COMPANY

Manufacturers of

LUMBER, SAWED CYPRESS SHINGLES AND KILN-DRIED SAP.

## DIRECTORY

Pensacola Lodge, No. 3, K. of P. meets every Monday evening at 7:30 o'clock at their temporary Castle Hall over Pon stable, W. Intendencia St. Visiting brethren cordially welcomed.

J. H. BREWTON, C. C.

H. HORSLEY, K. of R. & S.

Rathbone Lodge No. 30, K. of P. meets every Thursday evening at 8:00 o'clock in their temporary Castle Hall, over Pon stable, W. Intendencia street. Visiting knights are cordially welcomed.

J. D. KIRK, C. C.

C. J. LEVY, K. of R. & S.

Knights of Columbus. Meetings of the Knights of Columbus are held at their hall, No. 8 West Intendencia street, on every Monday evening at 7:30 o'clock. An invitation is extended to visiting knights.

JOHN B. JONES, Grand Knight.

EDM. FOX, Recorder.

Pensacola Lodge No. 4, I. O. O. F. meets every Thursday evening at 7:30 at the new hall on West Garden street. Visiting brethren cordially invited.

T. G. STINSON, B. R. WITKOVSKI, Secretary.

REBEKAH SISTERS. Naomi Lodge No. 10, Rebekah Sisters meets every Monday night at 8 o'clock in I. O. O. F. Hall. Visiting sisters cordially invited to be present.

MRS. S. DeTHAYER, MISS MAMIE FREEMAN, Secretary.

M. E. B. A. No. 31, meets first and third Wednesday evening at 7:30 p. m., Rafford Hall, No. 10, West Intendencia street.

A. G. YELL, Pres.

J. L. SWEENEY, Sec.

W. O. W. Live Oak Camp No. 1, W. O. W. meets in Pythian Hall 1st and 3rd Wednesdays in each month. Visiting sovereigns cordially invited.

F. A. BOGICH, C. C.

LESLIE E. BROOKS, Clerk.

W. O. W. C. Oak Grove, No. 4 Woodmen Circle meets last Thursday of each month at 3:30 p. m., 3rd floor Watson building, southwest corner Palafox and Garden streets. Visiting sovereigns cordially invited. Mrs. W. A. Smith, Clerk; Mrs. M. B. Olsen, Guardian.